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# **Guide to the H. Naylor Fitzhugh Papers DCAAP.0041**

**Moorland-Spingarn Research Center,  
Howard University Collection Number xxx**

**Finding aid prepared by Finding aid prepared by D.C. Africana Archives Project**

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May 11, 2016

Describing Archives: A Content Standard

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Gelman Library  
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2130 H Street NW  
Washington DC, 20052

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## Summary Information

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<b>Repository</b>	DC Africana Archives Project
<b>Title</b>	H. Naylor Fitzhugh Papers
<b>Date</b>	1930-1992
<b>Extent</b>	11.0 Cubic feet
<b>Location note</b>	This collection is part of the holdings of the Moorland-Spingarn Research Center at Howard University, 500 Howard Place, NW, Washington, DC 20059. Please contact them for information on accessing these materials.
<b>Language</b>	English
<b>Abstract</b>	personal and professional life and contain family papers, correspondence, and speeches by Fitzhugh. Of note are his research files on the black experience in business, files from his time on the U.S. Census Bureau, and his extensive files on Dunbar High School reunions. Also included are Pepsi-Cola advertising clippings, marketing material, and photographs.

## Biographical/Historical note

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H. Naylor Fitzhugh was a teacher, mentor, businessperson and professor. Born in Washington, D.C. in 1909, his parents, William Hiram Fitzhugh and Lillian Naylor Fitzhugh, were highly regarded in the community. He attended Dunbar High School and excelled academically. At 16 years old, Fitzhugh earned a full scholarship to attend Harvard University. He earned his MBA in 1933, despite never being able to secure on campus housing. He was one the first African Americans to earn an MBA from Harvard Business School. Fitzhugh was one of the co-founders of the New Negro Alliance (NNA) of Washington D.C. in the early 1930s. The NNA became a policy-making organization promoting fair employment and treatment within the business community in D.C. Fitzhugh was an activist who went to jail for his beliefs and participation in protests. Fitzhugh joined Howard University as a faculty member in the School of Business. He remained there for close to 30 years, developing programs such as the Small Business Development center. Fitzhugh resigned from Howard in 1965 in order to serve as the Vice President of the Special Markets Division at Pepsi. As a VP at Pepsi, he specialized in promoting products among minority consumers. He created several mentoring programs and marketing projects at the company. While working at Pepsi, he also mentored young business students enrolled at Howard University and participating in the American Marketing Association campus chapter. Fitzhugh also served as a special consultant for the U.S. Census Bureau from 1975-1981. Fitzhugh was a prolific writer with an extensive bibliography of publications about business, marketing, teaching and demographics. Fitzhugh passed away at the age of 82 in 1992.

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## Scope and Contents note

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H. Naylor Fitzhugh was a teacher, mentor, businessperson and professor. The collection documents Fitzhugh's personal and professional life and contains family papers, correspondence, and speeches by Fitzhugh, research files on the black experience in business, files from his time on the U.S. Census Bureau, and his extensive files on Dunbar High School reunions. Also included are Pepsi-Cola advertising clippings, marketing material, and photographs.

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## Arrangement note

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This collection is arranged alphabetically by folder title.

## **Administrative Information**

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### **Publication Information**

DC Africana Archives Project

### **Conditions Governing Access note**

This collection is open for research.

### **Conditions Governing Use note**

Some material may be copyrighted or restricted. It is the patron's obligation to determine and satisfy copyright or other case restrictions when publishing or otherwise distributing materials found in the collections.

### **Immediate Source of Acquisition note**

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Blacks in Business: Some Pertinent Trends 28-Oct-76	3	59
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Blacks in Corporations 1973	10	6
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Blacks Making IT in Today's Business World 12-Nov-82	3	85
Blacks Making it in Today's Business World 1-Mar-84	4	27
Board of Directors Directory The National Association of Market Developers, INC. 1883-84 1983-84	10	17
Booker T. Washington Memorial Dinner of the National Business League 5-Apr-75	3	52
Booklets 1966	5	16
Bottom Line Depends on Objectives Jun 20 1986	4	43
Bureau of the Census : Agricultural Statistics and Census Bureau Training Course 1982-83	2	12

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